FSC-83-B	5/14/97
SUBJECT: 1997 DORAL Display Header Enhancement Program	

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE		Sales Rep
X	ROM				Retail Rep

Program Description

Objective: Improve the in-store impact of DORAL's quality leadership image through projecting "Big Brand" presence on current DORAL displays for immediate and long-term brand growth.

Strategy: Utilize an Enhancement 3-D Header (see Attachment A) that does not require electricity on DORAL pack displays to improve/maximize the in-store communication of DORAL's quality leadership image.

Rationale:

- ❑ Pack outlets present the best opportunity for DORAL to influence competitive trial.
- ❑ DORAL's SOM performance is positively impacted by favorable merchandising conditions.
- ❑ In stores with 2 FP displays, over 70% of current contracts, DORAL's merchandising impact is diminished because of primary placement preference given to full price displays, pushing DORAL further into the retail clutter.

Features: New 3-D Header Features

- ❑ Available in two sizes, 6 wide & 9 wide.
- ❑ 6 wide Header easily retrofits onto existing DORAL 6 tray display unit.
- ❑ 9 wide Header easily retrofits onto existing DORAL 9 tray display unit and SYSTEM III displays. *(Note: When utilized on SYSTEM III, a Header adapter kit will be required.)*
- ❑ New 3-D Headers offer the added benefit of low maintenance as they will not require future POS changeovers.
- ❑ The top of the Header is grooved with a recessed gripper that runs the entire length of the Header. This will allow starburst or other POS pieces to be placed to effectively communicate our "Special Offer" price. Existing price roll-dials should also be used to communicate DORAL's everyday competitive price.
- ❑ Installation/retrofit should require no more than 5-10 minutes.

What Needs To Be Accomplished

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- ❑ Retrofit as many DORAL displays as possible with the new DORAL Enhancement Headers during June and July prior to the August launch of WINSTON's repositioning.

- ❑ Begin retrofitting DORAL displays in high volume level II & III merchandising partners according to the following priorities.

  1. Replace current 6 & 9 wide DORAL display Headers with new 3-D Headers.

  2. Replace SYSTEM III units with new 3-D Headers where:
     - Currently a small 24" card or transparency is being utilized.
     - Currently a large 19" card is being utilized.

NOTE: SYSTEM III units that currently have a large 19" transparency Header and the unit is continuously lighted, use your judgment as to replacement. Our key replacement priorities are #1 and #2 stated above.

Hardware Details

There are three (3) parts you will need to order to retrofit existing DORAL displays:

6 Tray DORAL Display

❑ Order Item #530453
Description: 6-Wide Enhanced Header

9 Tray DORAL Display

❑ Order Item #531701
Description: 9-Wide Enhanced Header

SYSTEM III Units

❑ Order Item #531701
Description: 9-Wide Enhanced Header

ALSO

❑ Order Item #531812
Description: Header Adapter Kit

Allocation Rationale

- ❑ Allocation (see Attachment B) were determined based upon 50% coverage of the estimated number of DORAL displays per region. 50% coverage is due to current resource constraints (Field Sales time and Brand Budgets).

- ❑ Allocations were calculated by applying the percentage of level II & III contracts by region to the number of 6-Tray, 9-Tray, and SYS III displays that have been ordered by each region using historical shipment data.

Availability

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- Enhancement Headers will be available for shipment beginning June 2, 1997 for approximately 50% of existing DORAL displays.
  NOTE: Header quantities will be available for shipment each week beginning June 2 through June 30. (See Attachment C for allocations by week)

- Additional Enhancement Headers will be produced for the remaining DORAL displays/SYSTEM III in 1998. (Quantities to be determined later this year based on Field Sales input).

- Additional color copies of the new header are available through your ROU.

Recommended Execution Planning

Listed below are some recommended execution guidelines that will help in your planning. Use your judgment on the best approach for your market.

- Retrofit displays in major chains before implementing in smaller chains and independent accounts.
- Rollout retrofit implementation by division to take advantage of staggered materials availability.
- ROM's should provide a list of initial target stores to be retrofitted by sales territory to aid in implementation planning.

New Stores

- All new stores should utilize either a DORAL 6 wide display or 9 wide display with the 3-D Enhanced Header. (6 tray & 9 tray displays ordered after June 2 will include the new Enhanced 3D Header.)

  We continue to be convinced that these displays offer us more flexibility, both short term and long term, as well as allows better price communication when the roll dial pricer is utilized.

Program Contacts: Sharon Reid, extension #2584
Ron Grout, extension #2551

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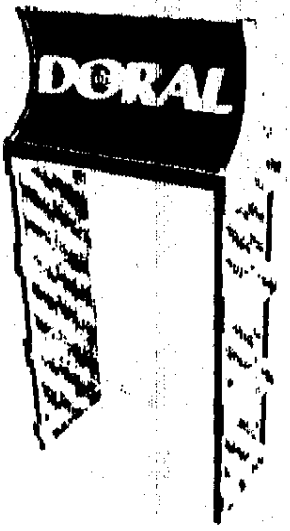
ATTACHMENT A

DORAL

1997 Doral Display Header Enhancement Program

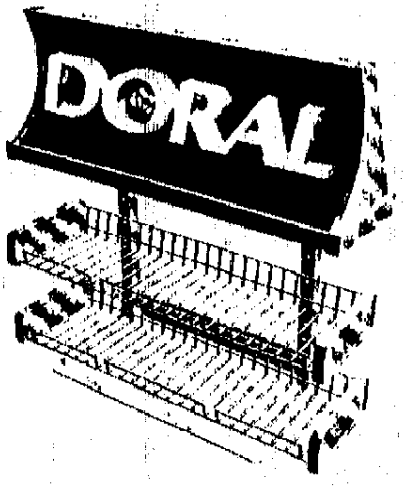


6-Tray Display
with 6-wide Enhancement Header

6-wide Enhancement Header
Item #530453

9-Tray Display
with 9-wide Enhancement Header

9-wide Enhancement Header
Item #531701



System III Display
with 9-wide Enhancement Header
(requires header adapter kit)

9-wide Enhancement Header
Item #531701

Header Adapter Kit
Item #530453

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#531812(Corrected from Color Visual)

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ATTACHMENT B:
DORAL Enhancement Header Allocations

Priority Regions

		Item #: 530453 6-Wide*	Item #: 531707 9-Wide**	Item #: 531812 Sys III Header Adapter***
1100	Boston	414	1,020	666
1200	NY	222	624	414
1300	Philadelphia	564	468	144
1600	Buffalo	570	552	54
1700	Pittsburgh	672	936	456
1800	Cincinnati	522	1,044	930
	Total NESA	2,964	4,644	2,664
2100	Winston-Salem	306	2,088	1,800
2200	Atlanta	1,278	1,218	390
2300	Florida	1,056	1,188	954
2600	Dallas	672	1,296	990
2900	Richmond	696	1,002	588
	Total SSA	4,008	6,792	4,722
5100	N. Cal.	852	480	66
5400	S. Cal.	738	360	-
5600	Seattle	450	528	198
5800	Houston	1,104	1,128	-
	Total WSA	3,144	2,496	264
6200	Chicago	1,074	450	96
6300	Minneapolis	672	678	282
6600	Denver	684	1,080	912
6700	Detroit	330	912	612
6900	St. Louis	1,068	948	-
	Total MWSA	3,828	4,068	1,902
	Total National	13,944	18,000	9,552

Priority Regions

* *63% Coverage of Region 6-Tray Displays*

** *50% Coverage of Region 9-Tray Displays*

*** *50% Coverage of Region Sys III Displays*

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ATTACHMENT C:
DORAL Enhancement Header Allocations
(Cumulative Materials Availability By Week)

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	Region	Item #: 530453 - 6-Wide Enhancement Header* Wk of June-2	Wk of June-9	Wk of June-16	Wk of June-23	Wk of June-30	Item #: ~~531707~~ - 9-Wide Enhancement Header (Fits 9-Tray and Sys III Displays)** Wk of June-2	Wk of June-9	Wk of June-16	Wk of June-23	Wk of June-30	Item #: 531812 Header Adapter for Sys III Conversions*** Wk of June-2	Wk of June-9
1100	Boston	53	137	255	374	414	255	482	708	935	1,020	349	666
1200	NY	28	73	137	200	222	156	294	433	572	624	217	414
1300	Philadelphia	73	186	348	510	564	117	221	325	429	468	75	144
1600	Buffalo	74	188	352	515	570	138	261	384	506	552	28	54
1700	Pittsburgh	87	222	414	607	672	234	442	650	858	936	239	456
1800	Cincinnati	68	172	322	472	522	261	493	725	957	1,044	486	930
	Total NESA	383	978	1,828	2,678	2,964	1,161	2,193	3,225	4,257	4,644	1,394	2,664
2100	Winston-Salem	40	101	189	277	306	521	986	1,450	1,914	2,088	942	1,800
2200	Atlanta	165	422	788	1,155	1,278	305	575	846	1,116	1,218	205	390
2300	Florida	136	348	651	954	1,056	297	561	825	1,089	1,188	499	954
2600	Dallas	87	222	414	607	672	324	612	900	1,188	1,296	518	990
2900	Richmond	89	229	430	629	696	251	473	696	919	1,002	308	588
	Total SSA	517	1,322	2,472	3,622	4,008	1,698	3,207	4,717	6,226	6,792	2,472	4,722
5100	N Cal	110	281	525	770	852	120	227	333	440	480	35	66
5400	S Cal	95	243	455	667	738	90	170	250	330	360	-	-
5600	Seattle	58	149	278	407	450	132	249	367	484	528	103	198
5800	Houston	143	364	681	997	1,104	282	533	783	1,034	1,128	-	-
	Total WSA	406	1,037	1,939	2,841	3,144	624	1,179	1,733	2,288	2,496	138	264
6200	Chicago	138	354	662	971	1,074	113	213	313	413	450	51	96
6300	Minneapolis	87	222	414	607	672	170	320	471	621	678	148	282
6600	Denver	88	226	422	618	684	270	510	750	990	1,080	477	912
6700	Detroit	43	109	204	298	330	227	431	633	836	912	320	612
6900	St. Louis	138	352	659	965	1,068	237	447	658	869	948	-	-
	Total MWSA	494	1,263	2,361	3,459	3,828	1,017	1,921	2,825	3,729	4,068	996	1,902
	Total National	1,800	4,600	8,600	12,600	13,944	4,500	8,500	12,500	16,500	18,000	5,000	9,552

Priority Regions

* *63% Coverage of Region 6-Tray Displays*

** *50% Coverage of Region 9-Tray Displays*

*** *50% Coverage of Region Sys III Displays*

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